PRIVATE & CONFIDENTIAL

Apply for the position of

Executive Director of Major and Planned Giving

Gettysburg College

JANUARY 2016
The Opportunity

“We are preparing students for a world that is changing, so we have to be thinking about programs and initiatives that help them achieve their goals. Our task is to ensure adequate resources are available to support and enhance that experience now and well into the future.”

Janet Morgan Riggs ’77, President

Founded in 1832, Gettysburg College is a highly selective residential liberal arts college that prepares students to be active participants, successful professionals and effective leaders in their communities, our nation and our rapidly evolving world. The Gettysburg experience is rooted in a rigorous liberal arts and science curriculum, and academic excellence is augmented with community responsibility and global experience, leadership opportunities and engagement with public-policy issues.

Located on a 200-acre campus adjacent to Gettysburg National Military Park in Pennsylvania, Gettysburg’s tree-lined walkways and stately buildings echo its legacy as a foremost institution of higher education set in one of America’s best-known and most historical small towns. Its history is intertwined with some of the nation’s most defining moments and, as a result, Gettysburg has a heightened awareness of the responsibilities of citizenship in the very location where one of the defining battles of the Civil War took place and President Abraham Lincoln delivered his inspirational and healing words to a divided nation.

Gettysburg’s commitment to an exceptional experience is exemplified by its current comprehensive campaign, Gettysburg Great: The Campaign for Our College, which seeks to raise $150 million from alumni, parents, faculty, staff, students and friends to support the College’s key campaign priorities. To date, the campaign has raised over $108 million and created 159 scholarships; funded eight faculty chairs, professorships and experts-in-residence; and established 26 funds for engaged learning.

Gettysburg aspires to continue this exciting forward trajectory as it looks to further enhance its national reputation as a leading liberal arts college rooted in a strong academic tradition with a global orientation and commitment to leadership and service. Accordingly, it seeks to recruit an accomplished and highly effective Executive Director of Major and Planned Giving to provide leadership and direction to the College’s major gifts and planned giving programs. It is a compelling time to join Gettysburg and make a significant and lasting impact on the College through the development of a deep and strong base of philanthropic support to keep Gettysburg strong for future generations.

The following pages provide information about the Executive Director of Major and Planned Giving position, College leadership, and Gettysburg’s forward trajectory. Higher Talent, Inc. is pleased to present this unique opportunity to talented and experienced development professionals who seek career advancement, a supportive and collegial work environment, and the opportunity
to join a dynamic team at one of the nation’s leading liberal arts colleges.

**Executive Director of Major and Planned Giving**

Gettysburg seeks a talented and strategic fundraising professional to serve as Executive Director of Major and Planned Giving ("Executive Director") and provide leadership for and management of these programs as Gettysburg continues in the public phase of a $150 million comprehensive campaign. Reporting to the Assistant Vice President of Development and Donor Relations, the Executive Director will plan and direct the work of the major and planned giving department and establish the department’s overall objectives and priorities with the goal of increasing major gift and planned giving fundraising activity and meeting established accountabilities. Primary duties include program direction and strategies; establishment of objectives, goals and timelines; supervision and mentoring of staff; monitoring of program progress and performance metrics; and outcome evaluation and budgeting. In addition, the Executive Director will travel extensively to build and maintain a portfolio of 75-100 major and/or planned giving prospects to personally cultivate and solicit.

Specifically, the Executive Director will:

- develop and implement an annual operating plan for major and planned giving;
- create and propose strategies for the solicitation of major and planned gifts including identification and qualification of prospects, recommendations for gift levels and purposes/designations, cultivation initiatives, execution of solicitations and donor stewardship;
- direct and manage major gift and planned giving with respect to *Gettysburg Great: The Campaign for Our College* and major capital projects as appropriate;
- supervise and mentor a team of five Major Gift Officers and the Manager of Planned Giving, including goal setting and the establishment of appropriate performance metrics;
- conduct ongoing and annual staff performance evaluations;
- recruit, interview, hire, train and mentor new major gift officers and staff as needed in the future;
- cultivate and solicit major gift level donors ($100,000+) within a personal portfolio of 75-100 prospects;
- travel on a regular basis for prospect meetings and to staff College events;
- assist with management of the portfolios maintained by the Assistant Vice President of Development and Donor Relations and the Vice President for Development, Alumni and Parent Relations;
- provide guidance and recommendations to the President regarding donor meetings and strategic outreach;
- serve as a member of the leadership team that advises the Assistant Vice President of Development and Donor Relations;
- provide regular reports to the Assistant Vice President of Development and Donor Relations and others as appropriate on major and planned giving progress and results;
promote the College’s fundraising priorities through the development of excellent working relationships with senior leadership, faculty, trustees, volunteers and advancement leadership and staff;

oversee the liaison program to ensure productive and positive partnerships between gift officers and key campus program directors;

assist the Manager of Planned Giving in overseeing the 1832 Society to steward planned giving donors and cultivate planned giving prospects;

work with the Manager of Planned Giving to develop procedures and policies for the recording, valuation and crediting of planned gifts and manage the necessary record-keeping, reporting and stewardship associated with such gifts;

provide assistance to the Manager of Planned Giving, if needed, in overseeing the management and administration of estate gifts through the probate and gift collection process;

assist the Manager of Planned Giving in overseeing the management and administration of life insurance policies donated to and owned by the College in cooperation with the Finance Office;

work with the Research Department to ensure that new prospects are being rated, assigned and moved through the pipeline for solicitation;

work with the Donor Relations and Special Events Department to ensure that major and planned gift donors are being appropriately recognized and included in meaningful special events for stewardship;

work with Annual Giving staff to identify potential major gift prospects among annual fund donors and to ensure that major and planned giving is integrated into the program and supports reunion efforts as needed;

prepare and manage the major and planned giving budget;

attend staff and campus meetings and participate in and staff college events, on campus and off campus, as necessary (including evenings and weekends);

provide staff support for volunteers and projects designed to cultivate major and planned giving donors and prospects; and

perform other duties as assigned.

Candidate Qualifications

A bachelor’s degree is required, preferably from a liberal arts college. Five to seven years of college advancement experience in a comprehensive fundraising campaign is strongly preferred; major gifts and/or planned giving plus management experience required. The ideal candidate will have a track record of closing at least six-figure major gifts and knowledge of planned giving including bequests, charitable trusts, gift annuities, appreciated asset gift transfers and other vehicles, as well as the laws, rules and regulations that impact charitable giving, personal assets and estates. In addition, the ideal candidate will have fundamental knowledge of annual giving, and familiarity with prospect management systems is a plus. Importantly, the appointed Executive Director will fully understand the needs and interests of major donors in order to develop and
facilitate strong relationships between them and Gettysburg, as well as all aspects of moves management and the donor cycle.

The incoming Executive Director will have a record of demonstrated leadership and the ability to successfully motivate and mentor gift officers in a team environment. The successful candidate will be innovative, self-motivated, collaborative, a strategic thinker and problem-solver, possess excellent interpersonal and communication skills, and have an aptitude for analyzing and evaluating data. In addition, it is expected that the candidate has strong project management skills and will achieve established resource development and other goals within determined time frames. The appointed Executive Director must be able to travel in the Gettysburg region and to other areas of the country, and globally if needed, and maintain a high degree of professionalism and confidentiality inside as well as outside of the College. A valid driver’s license is required as driving is an essential function of this position.

Gettysburg College and Leadership

Gettysburg’s rich history sets the stage for the College’s 21st century commitment to prepare its students for a competitive, global and changing world. Founded in 1832 by anti-slavery theologian Samuel Simon Schmucker, the Lutheran-affiliated institution -- then known as Pennsylvania College -- moved five years later into Pennsylvania Hall, a landmark campus building constructed on land provided by abolitionist Thaddeus Stevens. Stevens’ illustrious career in the United States Congress includes authorship of the 14th Amendment, which guarantees full civil rights to citizens of all states.

When the Civil War erupted, Gettysburg stood in its midst. Elements of two great armies swept through campus on July 1, 1863, the first day of the decisive Battle of Gettysburg. Pennsylvania Hall became a hospital for hundreds of soldiers from both North and South. Only months later, on November 19, 1863, townspeople, students and faculty marched to hear Abraham Lincoln hallow the National Cemetery with his immortal Gettysburg Address pursuant to the invitation he received from David Wills, an 1851 graduate of Gettysburg, to deliver "a few appropriate remarks."

Gettysburg is home to approximately 2,600 students representing over 30 states and 36 countries, comprising a vibrant and diverse student body of engaged learners seeking a transformative educational experience in an intellectually rich and globally-oriented environment that emphasizes leadership and service. Gettysburg’s rigorous liberal arts program offers more than 69 academic programs, including 36 majors and 38 minors. Approximately 60% of Gettysburg students spend at least one semester abroad, choosing from nearly 100 international and domestic programs in all majors. Recent graduates have earned Rhodes, Fulbright and many other prestigious fellowships. A four-year career prep program and international alumni network lead to internships, externships and careers for students and graduates. One year after graduation, 95% of Gettysburg graduates are on a career track or in graduate school.
The College’s distinctive programmatic initiatives include the Sunderman Conservatory of Music, a dedicated place for music education and music performance that unites professional artistic standards with the intellectual and academic breadth of the liberal arts in an environment of creative inquiry; the Civil War Institute and Civil War Era Studies, which educates students about the Civil War and examines the battles, personalities and ideas which shaped our nation during those tumultuous years of our nation’s history; the Eisenhower Institute, a distinguished center for leadership and public policy that is home to fellows with experience in a variety of fields including energy, nuclear nonproliferation, foreign relations, Middle East affairs, U.S. politics, the U.S. presidency, economics, international security and environmental sustainability; and the Garthwait Leadership Center, which creates intellectual and experiential opportunities for students and alumni to develop and apply leadership skills.

Gettysburg’s almost 200 faculty members boast an impressive record of achievement as teachers and scholars, with more than 99% holding Ph.D.’s or the highest degree in their field. Faculty have earned Fulbright and Luce Fellowships and won numerous National Science Foundation grants and are nationally and internationally recognized for their academic and scholarly work. As notable as these achievements are, Gettysburg values teaching above all, and it is the relationship between faculty and students that is the hallmark of a Gettysburg education. Faculty fulfill this commitment to their students in small, interactive classes and in myriad ways outside the classroom: students may find themselves working alongside faculty to retrace the roots of the Civil War or discussing a course or other topics over dinner at a faculty member’s home.

Gettysburg’s picturesque campus is home to outstanding facilities and resources that provide exceptional academic, cultural and recreational experiences for students, faculty, staff and the community. The Musselman Library houses more than 650,000 print and e-book volumes and a media production center. State-of-the art science facilities include a proton accelerator, two electron microscopes (transmission and scanning units), Fourier Transform infrared and NMR Spectrometers, an optics laboratory, greenhouse, planetarium, observatory and a plasma physics laboratory. Extensive facilities for fine arts, music and drama include the Sunderman Conservatory, Majestic Theater and a professional performing arts center. In addition, the College is home to a Language Learning Lab, writing center, peer learning center and Intercultural Resource Center. State-of-the-art athletic facilities include the John F. Jaeger Center for Athletics, Recreation and Fitness, competition natatorium, fully-equipped weight and fitness room, a multi-purpose room for fitness classes and a climbing wall.

Gettysburg is a founding member of the prestigious Centennial Conference and sponsors 24 varsity sports (12 for men and 12 for women) that compete at the NCAA Division III intercollegiate level. In the past 22 years of competition as an all-sport conference, the Gettysburg Bullets have won 98 conference titles -- more than any other member institution. Impressively, during the 2014-15 season, the Orange & Blue won Centennial Conference championships in men's swimming, women's golf and men's lacrosse. A total of 89 Bullets have been named Centennial Conference Outstanding Performer/Player of the Year in their respective sports,
including five during the 2014-15 academic year. Students also can participate in a variety of club, intramural and recreational teams and programs.

Gettysburg’s lively and active residential community provides for a rich and varied student life. More than 120 student-run clubs and organizations focusing on community service, art and music, the media, academics, athletics, student government, career fields, outdoor adventure, and other areas provide over 1,000 leadership opportunities. Approximately 800 cultural and topical events each year range from talks by world leaders to art exhibitions, concerts, comedy nights, coffeehouses, films, theater productions and more.

Janet Morgan Riggs was appointed the 14th President of Gettysburg College in 2009. She graduated from Gettysburg with a B.A. in psychology and mathematics and received her M.A. and Ph.D. in social psychology from Princeton University. Janet returned to Gettysburg in 1981 as a faculty member in the Psychology Department, where she served as department chairperson. She has worked in a variety of administrative roles prior to her appointment as President, including executive assistant to the president, interim provost, provost and interim president.

Janet is the recipient of the Gettysburg College Student Senate Faculty Appreciation Award, the Thompson Award for Distinguished Teaching, and the Woman of Distinction Award presented by the women students of Gettysburg College. She has taught courses in experimental methods, social psychology, and general psychology. Janet is currently a member of the following boards: Gettysburg Foundation, Gilder Lehrman Lincoln Prize, PA Campus Compact and the Association of Independent Colleges and Universities of PA. She also serves on the Executive Committee of the PA Consortium of the Liberal Arts and the Annapolis Group.

For more information about Gettysburg, please visit www.gettysburg.edu/.

The Gettysburg Community

The Gettysburg College Alumni Association helps the more than 27,000 Gettysburg alumni in all 50 states and 74 countries stay connected to each other and the College. It is governed by the Alumni Board of Directors, which provides overarching guidance and direction to the Alumni Association, promotes the College’s values and coordinates a variety of initiatives that benefit alumni and the College as a whole. In this capacity, the Board supports fundraising efforts, directs alumni award programs, promotes Homecoming and Reunion, helps students connect with alumni mentors, assists alumni clubs around the country and oversees a number of other programs.

Burgians Of the Last Decade (BOLD) is comprised of the youngest members of Gettysburg’s Alumni Association. BOLD alumni are able to enjoy all of the membership benefits of the Alumni Association and additional BOLD-specific events, activities, communications and giving
Gettysburg has produced prominent graduates in many fields including Nobel Prize-winning cancer researcher Michael Bishop ’57, former Texas congressman and presidential candidate Ron Paul ’57, 9/11 commissioner and counsel to two U.S. Presidents Fred Fielding ’61, former NAACP President Bruce Gordon ’68, Oscar-nominated cinematographer Owen Roizman ’58, former NY state senator and Peace Corp director Carol Bellamy ’63, Newberry Medalist Maniac Magee author Jerry Spinelli ’63, past Lutheran World Relief President Kathryn Wolford ’79 and Queer Eye for the Straight Guy fashion maven Carson Kressley ’91.

Gettysburg Division of Development, Alumni and Parent Relations

Gettysburg enjoys a centralized advancement function including oversight and management of all fundraising, alumni and parent relations and campaign activities on behalf of the College.

Robert J. Kallin P’12 serves as Vice President of Development, Alumni and Parent Relations and is a talented and visionary advancement leader. Prior to joining Gettysburg, he served as Chief Development Officer for Geisinger Health System. Previously, Bob served as Vice President for University Relations at Bucknell University and as Director of Development for Bowdoin College. He received his B.S. from Bucknell.

Betsy Duncan Diehl ’84, P’14 serves as Assistant Vice President for Development and Donor Relations, following her tenures as Director of Parent and Family Giving, Major Gifts Officer and Associate Director of Annual Giving for the College. Betsy also has served as Director of Annual Giving for Hood College. She received her M.A. in Humanities from Hood and her B.A. in French from Gettysburg. Betsy’s long history with the College and commitment to its mission and values inspires her work on behalf of the institution. The Executive Director of Major and Planned Giving will report to Betsy.

Gettysburg’s Development leadership also includes Anne Cherry, Assistant Vice President for Advancement Systems and Research and Susan Pyron ’83, Associate Vice President for Annual Giving, Alumni and Parent Relations.

The Division advances the mission of Gettysburg by securing financial resources, facilitating volunteerism and promoting energetic and lasting engagement with the College. The Division’s organizational structure provides for an innovative, highly collaborative and collegial team of approximately 55 that serves to increase and deepen the connections between Gettysburg and its alumni, parents, faculty, staff, students and friends. The Division is organized into functional specialties as follows: advancement systems; alumni relations; annual giving; donor relations and stewardship; foundation, government and faculty grants; major and planned giving; parent relations, and prospect research. The Executive Director of Major and Planned Giving will oversee
a team of five Major Gift Officers and the Manager of Planned Giving.

In FY ’15, Gettysburg documented $25.7 million in new commitments (not including government funds). The Gettysburg Fund, the cornerstone of the College’s annual giving program, enables Gettysburg to address priorities in areas of greatest opportunity and allows the College to respond to changes in the economic and educational landscape in ways that best serve the institution. Gifts to the Gettysburg Fund keep the core academic program robust and current, support scholarships and financial aid, and fund research programs, athletic opportunities, field trips and other hands-on learning experiences, as well as other initiatives that keep the College moving forward.

Donors who make leadership-level gifts to the College are recognized with membership in the Cupola Society, a prestigious circle of alumni, parents, and friends whose outstanding financial gifts and enthusiastic commitment to the College set an example and inspire generosity in others. The Cupola Society Associates recognizes and promotes loyal giving by the College’s most recent graduates and young alumni who contribute $100 for each year since graduation up to 10 years.

The 1832 Society honors those who include Gettysburg in their estate and long-term philanthropic plans. In many cases, these gifts support future endowed scholarships as reflected in the $7.6 million in future support documented in the past two years.

Gettysburg’s endowment has been built through the generosity of generations of donors who share a common desire to advance the College’s mission in perpetuity and benefit generations of students. In 2014, Gettysburg’s endowment consisted of more than 600 individual funds with an aggregate market value of approximately $289 million. Since 2000, the College’s endowment has provided over $110 million in support of Gettysburg’s programs and student financial assistance.

The Orange & Blue Club provides annual support for Bullet Athletics and ensures that Gettysburg has the resources to remain a leader among NCAA Division III programs. Gifts to the Orange & Blue Club support budget enhancements for 24 sports, equipment, uniforms and supplies, improvements and repairs to fields and athletic facilities, senior athlete and Hall of Honor activities, and live video streaming of home athletic events.

Gettysburg’s 24% alumni participation rate demonstrates the loyalty that Gettysburgians have to their alma mater and their alliance with the College’s longstanding mission. At the same time, it reflects the significant potential that exists to engage a broader segment of the continuously growing alumni base with the critical goal of resource development for both current operations and to assure sustainable excellence over time. The College maintains records for almost 110,000 alumni, parents and friends, and Development, Alumni and Parent Relations has identified over 2,200 major gift and/or planned giving prospects, of which only 1,000 are currently assigned to gift officers. Over 13% of the unassigned prospects are rated between $100,000 and $20+ million. Great opportunity exists for financial growth and the creation of an even stronger heritage of philanthropy that will enable Gettysburg to fulfill its mission to deliver the best possible liberal arts education to its students today and for years to come.
Gettysburg is currently in the public phase of a comprehensive campaign, Gettysburg Great: The Campaign for Our College, to garner unprecedented resources in support of the College’s priorities: a rich array of opportunities that will engage students deeply in their education, an exceptional faculty who are skilled teachers and active scholars, a global focus in both curricular and cocurricular programs, and scholarships for deserving students who might not be otherwise able to take advantage of the transformative Gettysburg experience. The Board of Trustees approved the campaign in May 2011, and in December 2011 John F. Jaeger ’65 made a $5 million pledge -- the largest unrestricted commitment to the general endowment in the College’s history. To date, the college has raised over $108 million toward its campaign goal of $150 million, with the campaign anticipated to close in 2018.

Gifts to Gettysburg have both an immediate and sustained impact on the quality of education at the College and fund academic excellence, athletic programs, cultural initiatives, important faculty-student research, annual and endowed scholarships, campus and facility improvements, and other College priorities.

The First 12 Months: Priorities and Challenges

The first 12 months will be filled with opportunities and challenges for the appointed Executive Director. The key priorities for the first year are to: (1) learn about and embrace Gettysburg’s mission, programs, campus and culture and build relationships with Development, Alumni and Parent Relations leadership and peers along with academic and campus leaders; (2) create and implement a visionary and strategic plan to increase major and planned giving fundraising activity and grow the College’s financial base of support according to the goals and metrics established; (3) develop productive relationships with team members and provide leadership and management for the department including the establishment of objectives, targets and timelines; (4) build and oversee the management of a team prospect portfolio to achieve the annual fundraising goal assigned for major and planned giving; (5) build a personal portfolio of 75-100 prospects to cultivate and solicit for major and/or planned gifts, meeting an established annual goal; and (5) work to build a culture of philanthropy that enhances the financial resourcing of the College for both the short- and long-term.

Gettysburg College Benefits

Gettysburg has been named one of the “Best Places to Work in PA” for the last 13 years by a group of independent agencies in Pennsylvania including the Pennsylvania Department of Community and Economic Development, the Team Pennsylvania Foundation, Central Penn
Business Journal, Best Companies Group and the Pennsylvania Chamber of Business and Industry.

The College offers a competitive benefits package, including medical, prescription and vision insurance, dental insurance, retirement plans, life insurance, tuition assistance and a variety of other additional benefits. In addition, Gettysburg’s innovative Wellness Program provides a myriad of engaging health and wellness activities for employees such as nutritional, physical, emotional, intellectual/cultural, social/family and spiritual programming.

More information on Gettysburg's benefits can be found online.

Community Information

The town of Gettysburg was founded in 1786 and named after Samuel Gettys, an early settler and tavern owner. It is steeped in the history of the Civil War as it was the site of the epic 1863 Battle of Gettysburg in which some 50,000 soldiers were killed. Gettysburg is also where Abraham Lincoln delivered his immortal Gettysburg Address. Houses, hotels and taverns dating back several centuries can still be found in the town, bringing history to modern-day life.

Downtown Gettysburg features unique retail and specialty shops, antique stores, art galleries, cafes, restaurants ranging from historic and period fare to ethnic cuisine to farm-to-table dining, and more. The surrounding countryside of Adams County is apple country and home to the National Apple Museum and the Gettysburg Wine and Fruit Trail. The area is increasingly making its mark on the wine, cider and spirits world with noted wineries and distilleries across the county and in neighboring communities.

History buffs will enjoy the area’s many historical attractions including Gettysburg National Military Park, Seminary Ridge Museum, Eisenhower National Historic Site, David Wills House, Shriver House Museum, the American Civil War Museum, and the Gettysburg Cyclorama, a massive 360-degree oil painting of the Battle of Gettysburg that was first exhibited in 1884.

Arts and culture venues abound in the area, including the Majestic Theater, Gettysburg Community Theatre, Totem Pole Playhouse, American Art Retreat at Gettysburg, Destination ARTS!, and Gettysburg Rocks, a music festival featuring over 150 live bands. Families will enjoy the Cactocin Wildlife Preserve and Zoo, A Day in the Life of a Solider – IN THEIR SHOES, Lincoln’s Lost Treasure, Indian Echo Caverns, Land of Little Horses Farm Park, Carlisle Sports Emporium, Fields of Adventure (a farm adventure with corn maze, hayrides, a zip line, and more), among other family-friendly venues and activities. Several ski areas are also within a short drive of Gettysburg, including Liberty Mountain Resort, Ski Roundtop and Whitetail Resort.

Centrally located in southern Pennsylvania, Gettysburg is an hour from Baltimore, 90 minutes from Washington, DC and two hours from Philadelphia. Baltimore-Washington International
Airport offers direct flights to major cities and hubs. Amtrak is accessible via Harrisburg, PA, approximately 35 miles away, and Baltimore.

**Search Process and to Apply**

Higher Talent, Inc. has been retained to manage the recruitment process. Candidates will complete comprehensive reference and background checks required by both Higher Talent and Gettysburg College. Interested candidates should direct inquiries, resumes, cover letters and compensation history to a member of the Higher Talent Gettysburg recruitment team:

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